



C O M M U N I T Y R A D I O

To: College Promotions Representatives
From: Joe Janecek, KZUM Music Director
Date: November 1, 1984

First Broadcast: February 14, 1978

Call Letters: KZUM-fm, K257MI translator station

Frequency: 89.5 MHz, 99.3 MHz.

Power: 10 watts, 10 watts.

Type of License: Educational (non-commercial).

Location: 244 North 10th Street, Lincoln, Nebraska 68508.

Telephone: 402-474-5086.

Licensee: Sunrise Communications, an independent non-profit corporation.

Coverage area: City of Lincoln, Nebraska - approximately 20 mile radius.

Hours of Broadcast: 6 am - 2 am.

Purpose: To provide alternative news and entertainment programming in Lincoln and provide access to the radio for citizens in the community to share their interests and concerns, particularly for those who have traditionally been excluded from broadcasting, such as racial minorities and women.

<u>Sources of Funding:</u>	Listener donations (memberships)	60%
	Underwriting	15
	Other - benefit events, sales	25

Staff: 1 full-time volunteer Station Manager
70 volunteer staffpersons putting in from 3 to 20 hours per week.

Music Programming:

Progressive Rock (28)	Blues (11)
Jazz (15)	Latin American (6)
Reggae/African (7)	Women's (5)
Folk/Traditional (9)	Soul/Funk (18)
International (4)	+ more

Syndication Affiliations:

Pacifica National News	National Radio Theater
Longhorn Radio Network	Maximum Rock n Roll
Radio Moscow	

KZUM Reports to:

CMJ-College Media Journal (many areas)
Life on Mars (indy-type reporter)
+ Monthly Playlist to our list of 300+ record companies

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